

THE MARK CREASER LETTER

Alrewas
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“Life, Business Owner Style”

Sometimes it's high days and holidays. The wind's at your back and the sun is shining on your face, and other days, well, not so much...

I started working closely with business owners 6 or 7 years ago. That's when I really got started picking up the phone and having proper conversations with entrepreneurs.

They wanted to talk to me because they knew they could learn something, usually about marketing, copywriting or getting customers. They wanted to know about pricing architecture, or personal positioning, or how to craft their offer.

I'd got plenty of experience doing all of that so I was able to give solid value in my conversations.

What I wasn't, though - and never pretended to be - was an actual business owner.

I was an employee.

I knew, even back then, that I was going to be a business owner someday, but not yet.

I got asked the question A LOT: “if you're so good at all this stuff, why don't you do it for yourself?”, and the answer was pretty straightforward. I was enjoying what I was doing, I was earning plenty of money, and I saw no reason to change anything.

It mattered though, to lots of the people I talked to. I sensed there was a niggling feeling that I couldn't properly relate to business owners because I wasn't one.

Well, I am now. I have been for almost a year, I handed in my notice last May and set up *Ideal Result* a few weeks later.

So I know what it's like being a business owner now.

I know that feeling that you get because it's all down to you and everything's resting on your shoulders.

I understand that some days everything goes your way and some days nothing seems to.

*I “get” the frustration and the fear,
the excitement and the buzz.*

I'm at home today, planning. Getting stuff ticked off my list that needs to be done.

This article, for one. Because it's the middle of the month and Smithy and Seb have been asking me for it for a week.

I've been busy though, there's a lot to do, and I didn't do a scrap of work all weekend because the sun was shining and I didn't want to.

Instead, I took the dog out for a walk on Saturday with Cheryl and Seb, and we had a bit of an adventure.

On Sunday, we threw our inflatable canoes in the car, drove up the river, and then paddled them back to our house.

It took a couple of hours, my youngest son Seb was in a canoe with his pal Tom from next door, just the two of them, both 8 years old, enjoying the real world, away from their iPads and Minecraft.

I was there to see it.

That's what being a business owner is about. Giving yourself the means and flexibility to spend your time how you want to spend it.

But your business needs to be in the right place for you to be able to do that, otherwise you'll be tied to your desk either physically or mentally, while you should be doing something more important.

I've worked out what's important for me. And it isn't what I thought it was a few years ago...



Me and Mrs C, with Seb and Tom too

My boys, Marcus and Seb, are 13 and 8. Mrs C and I have only got a handful of years left where they want to be part of what we're doing - before they are too cool to hang out with us.

It's already happening. Marcus was upset a few weeks ago when I had the audacity to *get out of the car* at someplace I was picking him up from. He wanted me to stay hidden away, hands and feet inside the vehicle at all times, lest I embarrass him with my silly shoes or Dad Clothes.

On the whole though, my boys want to spend time with us, and I'm determined to make the most of that, so I'm designing my business around them for a while.

A few years ago I was flying over to the US quite a bit, I think my record was 8 times in a year. Each trip was only a few days long, but it all adds up pretty quickly and I was missing parent's evenings, school plays and football matches left right and centre.

I'm heading out to the US in a couple of weeks, but this time I'm taking the family with me. We're off to Miami, Key West and New York over Easter, and I can't wait.

I'm excited about the next few years, not because of what I'm going to achieve from a business perspective, but because of what business is going to allow me to achieve from a personal perspective.

Four Days A Week

My copy of Martin Norbury's new book "I don't work Fridays" arrived on my desk yesterday morning, fresh from the Amazon.

I've known Martin for years now, and I know that his approach to life isn't wildly dissimilar to my new one. Maybe it's just taken me a few years to catch up and finally see sense!

As with most things in life, whatever you want is there for the taking, you just need to work out what you actually want, design your life the way you want it, plan how it's going to happen, and then implement.

Most people don't - most people live life by accident.

Not me now, and hopefully not you either. I hope you've got a plan, you've got that clarity that tells you where you're heading, and how you're going to get there.

Gone Now

Last week my friend and longtime colleague Phil Wintermantle left the Entrepreneur's Circle. He's off to do his own thing, and live the life he wants to live.

Phil's the latest in a line of entrepreneurs racing out of the EC starting blocks: Paul Chapman left a couple of years ago to co-found "Marketing Jumbleads", Smithy, Seb and I started Ideal Result last year, Mike Thomas setting up "Studio Profits" in the photography niche, Matt Eldridge and Matty Hemmings with "Melt Design", Stuart Bevins with his "CRS Sales Academy", Natasha Conway with "Traffic Snap" paid traffic management.

Perhaps unsurprisingly, given its nature, the EC is a fertile breeding ground for entrepreneurship, Phil's the latest to venture into the big bad world and I wish him the very best of luck.



"Supes" Phil with Smithy a few years back...

Important

Smithy, Seb and I are looking for a couple of business owners to join our Private Clients group. If you're looking for top-quality strategic advice for your business, as well as some hands on support when you need it, and to be part of a tight group of just a few dozen six and seven figure business owners, then we should talk.

You'll be working directly with me, with Smithy peering through your marketing funnel and casting an eye over your Facebook ads, super talented Seb Greenwood polishing your copy, and around the table with people like James Nicholson, Siam Kidd and Julia Canham as well as the aforementioned Paul Chapman and Matt Eldridge - it's a good place to be...

Drop me an email and let's schedule a call
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